



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

# CONTRACT

|                            |                                 |                     |
|----------------------------|---------------------------------|---------------------|
| <u>Contract / Revision</u> |                                 | <u>Alt Order #</u>  |
| 564575 /                   |                                 | 07893543            |
| <u>Product</u>             |                                 |                     |
| OBAMA/P/D SKED A           |                                 |                     |
| <u>Contract Dates</u>      | <u>Estimate #</u>               |                     |
| 08/07/12 - 08/13/12        | //1522                          |                     |
| <u>Advertiser</u>          | <u>Original Date / Revision</u> |                     |
| Obama/D/President          | 08/21/12 / 08/21/12             |                     |
| <u>Billing Cycle</u>       | <u>Billing Calendar</u>         | <u>Cash/Trade</u>   |
| EOM/EOC                    | Broadcast                       | Cash                |
| <u>Station</u>             | <u>Account Executive</u>        | <u>Sales Office</u> |
| WTKR                       | Jamie Andrus                    | Washington, D.C.    |
| <u>Special Handling</u>    |                                 |                     |
| <u>Demographic</u>         |                                 |                     |
| Adults 35+                 |                                 |                     |
| <u>IDB#</u>                | <u>Advertiser Code</u>          | <u>Product Code</u> |
| 8020                       |                                 |                     |
| <u>Agency Ref</u>          | <u>Advertiser Ref</u>           |                     |
|                            |                                 |                     |

And:

**GMMB/Greer Margolis Mitchell & Burns**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

| *Line          | Ch                | Start Date      | End Date | Description           | Start/End Time | Days | Length | Spots/<br>Week    | Rate        | Totals |            |
|----------------|-------------------|-----------------|----------|-----------------------|----------------|------|--------|-------------------|-------------|--------|------------|
|                |                   |                 |          |                       |                |      |        |                   |             | Type   | Spots      |
| 1 3            | 08/07/12          | 08/12/12        |          | Let's Make A Deal 9am | 9-10am         |      | :30    |                   |             | NM     | 4          |
|                | <u>Start Date</u> | <u>End Date</u> |          | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |        | \$1,080.00 |
| Week: 08/06/12 | 08/12/12          |                 |          | -TWTF--               |                |      |        | 4                 | \$270.00    |        |            |
| 2 3            | 08/07/12          | 08/12/12        |          | Price Is Right        | 11am-12n       |      | :30    |                   |             | NM     | 5          |
|                | <u>Start Date</u> | <u>End Date</u> |          | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |        | \$2,075.00 |
| Week: 08/06/12 | 08/12/12          |                 |          | -TWTF--               |                |      |        | 5                 | \$415.00    |        |            |
| 3 3            | 08/13/12          | 08/13/12        |          | Let's Make A Deal 9am | 9-10am         |      | :30    |                   |             | NM     | 1          |
|                | <u>Start Date</u> | <u>End Date</u> |          | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |        | \$270.00   |
| Week: 08/13/12 | 08/19/12          |                 |          | M-----                |                |      |        | 1                 | \$270.00    |        |            |
| 4 3            | 08/13/12          | 08/13/12        |          | Price Is Right        | 11am-12n       |      | :30    |                   |             | NM     | 2          |
|                | <u>Start Date</u> | <u>End Date</u> |          | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |        | \$830.00   |
| Week: 08/13/12 | 08/19/12          |                 |          | M-----                |                |      |        | 2                 | \$415.00    |        |            |
| 5 3            | 08/07/12          | 08/10/12        |          | Newschannel 3 News    | 12n-1230pm     |      | :30    |                   |             | NM     | 4          |
|                | <u>Start Date</u> | <u>End Date</u> |          | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |        | \$1,180.00 |
| Week: 08/06/12 | 08/12/12          |                 |          | -TWTF--               |                |      |        | 4                 | \$295.00    |        |            |
| 6 3            | 08/13/12          | 08/13/12        |          | Newschannel 3 News    | 12n-1230pm     |      | :30    |                   |             | NM     | 1          |
|                | <u>Start Date</u> | <u>End Date</u> |          | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |        | \$295.00   |
| Week: 08/13/12 | 08/19/12          |                 |          | M-----                |                |      |        | 1                 | \$295.00    |        |            |
| 7 3            | 08/07/12          | 08/10/12        |          | CBS Daytime           | 1228-3pm       |      | :30    |                   |             | NM     | 4          |
|                | <u>Start Date</u> | <u>End Date</u> |          | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |        | \$1,180.00 |
| Week: 08/06/12 | 08/12/12          |                 |          | -TWTF--               |                |      |        | 4                 | \$295.00    |        |            |
| 8 3            | 08/13/12          | 08/13/12        |          | CBS Daytime           | 1228-3pm       |      | :30    |                   |             | NM     | 1          |
|                | <u>Start Date</u> | <u>End Date</u> |          | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |        | \$295.00   |
| Week: 08/13/12 | 08/19/12          |                 |          | M-----                |                |      |        | 1                 | \$295.00    |        |            |
| 9 3            | 08/07/12          | 08/10/12        |          | Ellen Degeneres 3pm   | 3-4pm          |      | :30    |                   |             | NM     | 8          |
|                | <u>Start Date</u> | <u>End Date</u> |          | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |        | \$1,600.00 |
| Week: 08/06/12 | 08/12/12          |                 |          | -TWTF--               |                |      |        | 8                 | \$200.00    |        |            |
| 10 3           | 08/13/12          | 08/13/12        |          | Ellen Degeneres 3pm   | 3-4pm          |      | :30    |                   |             | NM     | 2          |
|                | <u>Start Date</u> | <u>End Date</u> |          | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |        | \$400.00   |
| Week: 08/13/12 | 08/19/12          |                 |          | M-----                |                |      |        | 2                 | \$200.00    |        |            |
| 11 3           | 08/07/12          | 08/10/12        |          | NewsChannel 3 News    | 5-6am          |      | :30    |                   |             | NM     | 4          |
|                | <u>Start Date</u> | <u>End Date</u> |          | <u>Weekdays</u>       |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |        | \$480.00   |
| Week: 08/06/12 | 08/12/12          |                 |          | -TWTF--               |                |      |        | 4                 | \$120.00    |        |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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|---------------------------------------|---|
| Contract / Revision<br>564575 /       | Alt Order #<br>07893543                         |
| Contract Dates<br>08/07/12 - 08/13/12 | Product<br>OBAMA/P/D SKED A                     |
| Advertiser<br>Obama/D/President       | Original Date / Revision<br>08/21/12 / 08/21/12 |

| *Line | Ch       | Start Date        | End Date        | Description               | Start/End Time | Days | Length | Spots/<br>Week | Rate        | <u>Totals</u> |              |
|-------|----------|-------------------|-----------------|---------------------------|----------------|------|--------|----------------|-------------|---------------|--------------|
|       |          |                   |                 |                           |                |      |        |                |             | Type          | Spots        |
|       |          | Start Date        | End Date        | Weekdays                  |                |      |        |                |             |               | Amount       |
| 12 3  |          | 08/13/12          | 08/13/12        | NewsChannel 3 News        | 5-6am          |      | :30    |                |             | NM            | 1 \$120.00   |
|       |          | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        |                | <u>Rate</u> |               |              |
| Week: | 08/13/12 | 08/19/12          | M-----          |                           |                |      |        | 1              | \$120.00    |               |              |
| 13 3  |          | 08/07/12          | 08/10/12        | Newschannel 3 News        | 6-7am          |      | :30    |                |             | NM            | 6 \$1,110.00 |
|       |          | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        |                | <u>Rate</u> |               |              |
| Week: | 08/06/12 | 08/12/12          | -TWTF--         |                           |                |      |        | 6              | \$185.00    |               |              |
| 14 3  |          | 08/13/12          | 08/13/12        | Newschennel 3 News        | 6-7am          |      | :30    |                |             | NM            | 2 \$370.00   |
|       |          | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        |                | <u>Rate</u> |               |              |
| Week: | 08/13/12 | 08/19/12          | M-----          |                           |                |      |        | 2              | \$185.00    |               |              |
| 15 3  |          | 08/07/12          | 08/10/12        | CBS This Morning          | 7-9a           |      | :30    |                |             | NM            | 8 \$1,120.00 |
|       |          | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        |                | <u>Rate</u> |               |              |
| Week: | 08/06/12 | 08/12/12          | -TWTF--         |                           |                |      |        | 8              | \$140.00    |               |              |
| 16 3  |          | 08/13/12          | 08/13/12        | CBS This Morning          | 7-9a           |      | :30    |                |             | NM            | 2 \$280.00   |
|       |          | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        |                | <u>Rate</u> |               |              |
| Week: | 08/13/12 | 08/19/12          | M-----          |                           |                |      |        | 2              | \$140.00    |               |              |
| 17 3  |          | 08/11/12          | 08/11/12        | Early Show Saturday       | 9-11am         |      | :30    |                |             | NM            | 1 \$100.00   |
|       |          | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        |                | <u>Rate</u> |               |              |
| Week: | 08/06/12 | 08/12/12          | -----S-         |                           |                |      |        | 1              | \$100.00    |               |              |
| 18 3  |          | 08/12/12          | 08/12/12        | CBS Sunday Morning        | 9-1030am       |      | :30    |                |             | NM            | 1 \$280.00   |
|       |          | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        |                | <u>Rate</u> |               |              |
| Week: | 08/06/12 | 08/12/12          | -----S          |                           |                |      |        | 1              | \$280.00    |               |              |
| 19 3  |          | 08/12/12          | 08/12/12        | Face the Nation           | 1030-11am      |      | :30    |                |             | NM            | 1 \$345.00   |
|       |          | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        |                | <u>Rate</u> |               |              |
| Week: | 08/06/12 | 08/12/12          | -----S          |                           |                |      |        | 1              | \$345.00    |               |              |
| 20 3  |          | 08/07/12          | 08/12/12        | NewsCha 3 News First @ 4p | 358-5pm        |      | :30    |                |             | NM            | 4 \$800.00   |
|       |          | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        |                | <u>Rate</u> |               |              |
| Week: | 08/06/12 | 08/12/12          | -TWTF--         |                           |                |      |        | 4              | \$200.00    |               |              |
| 21 3  |          | 08/13/12          | 08/13/12        | NewsChe 3 News First @ 4p | 358-5pm        |      | :30    |                |             | NM            | 1 \$200.00   |
|       |          | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        |                | <u>Rate</u> |               |              |
| Week: | 08/13/12 | 08/19/12          | M-----          |                           |                |      |        | 1              | \$200.00    |               |              |
| 22 3  |          | 08/07/12          | 08/12/12        | Newschannel 3 News        | 5-530pm        |      | :30    |                |             | NM            | 4 \$1,320.00 |
|       |          | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        |                | <u>Rate</u> |               |              |
| Week: | 08/06/12 | 08/12/12          | -TWTF--         |                           |                |      |        | 4              | \$330.00    |               |              |
| 23 3  |          | 08/13/12          | 08/13/12        | Newschennel 3 News        | 5-530pm        |      | :30    |                |             | NM            | 1 \$330.00   |
|       |          | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        |                | <u>Rate</u> |               |              |
| Week: | 08/13/12 | 08/19/12          | M-----          |                           |                |      |        | 1              | \$330.00    |               |              |
| 24 3  |          | 08/07/12          | 08/12/12        | Newschannel 3 News        | 530-6pm        |      | :30    |                |             | NM            | 4 \$1,240.00 |
|       |          | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        |                | <u>Rate</u> |               |              |
| Week: | 08/06/12 | 08/12/12          | -TWTF--         |                           |                |      |        | 4              | \$310.00    |               |              |
| 25 3  |          | 08/13/12          | 08/13/12        | Newschannel 3 News        | 530-6pm        |      | :30    |                |             | NM            | 1 \$310.00   |
|       |          | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        |                | <u>Rate</u> |               |              |
| Week: | 08/13/12 | 08/19/12          | M-----          |                           |                |      |        | 1              | \$310.00    |               |              |
| 26 3  |          | 08/07/12          | 08/12/12        | Newschannel 3 News        | 6-630pm        |      | :30    |                |             | NM            | 4 \$1,940.00 |
|       |          | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        |                | <u>Rate</u> |               |              |
| Week: | 08/06/12 | 08/12/12          | -TWTF--         |                           |                |      |        | 4              | \$485.00    |               |              |
| 27 3  |          | 08/13/12          | 08/13/12        | Newschennel 3 News        | 6-630pm        |      | :30    |                |             | NM            | 1 \$485.00   |
|       |          | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        |                | <u>Rate</u> |               |              |
| Week: | 08/13/12 | 08/19/12          | M-----          |                           |                |      |        | 1              | \$485.00    |               |              |
| 28 3  |          | 08/11/12          | 08/11/12        | Newschannel 3 News        | 6-630pm        |      | :30    |                |             | NM            | 0 \$0.00     |

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|                     |             |
|---------------------|-------------|
| Contract / Revision | Alt Order # |
| 564575 /            | 07893543    |

|                     |                  |            |
|---------------------|------------------|------------|
| Contract Dates      | Product          | Estimate # |
| 08/07/12 - 08/13/12 | OBAMA/P/D SKED A | //1522     |

|                    |                          |
|--------------------|--------------------------|
| Advertiser         | Original Date / Revision |
| DObama/D/President | 08/21/12 / 08/21/12      |

| *Line           | Ch        | Start Date        | End Date | Description                     | Start/End Time | Days | Length | Spots/Week            | Rate            | Totals        |             |
|-----------------|-----------|-------------------|----------|---------------------------------|----------------|------|--------|-----------------------|-----------------|---------------|-------------|
|                 |           |                   |          |                                 |                |      |        |                       |                 | Type          | Spots       |
|                 |           | Start Date        | End Date | Weekdays                        |                |      |        |                       |                 |               | Amount      |
| Week: 08/06/12  |           | 08/12/12          |          | -----S-                         |                |      |        | 1                     | \$120.00        |               |             |
| <b>Spot</b>     | <b>Ch</b> | <b>Date Range</b> |          | <b>Description</b>              |                |      |        | <b>Start/End Time</b> | <b>Weekdays</b> | <b>Length</b> | <b>Rate</b> |
| 1               | 3         | 08/06/12-08/12/12 |          | Newschannel 3 News              |                |      |        | 6-630pm               | -----Sa--       | :30           | \$120.00    |
| <i>Credited</i> |           |                   |          |                                 |                |      |        |                       |                 |               |             |
| E 29            | 3         | 08/12/12          | 08/12/12 | Newschannel 3 News              | 630-7pm        |      |        | :30                   |                 |               | NM          |
| Week: 08/06/12  |           | 08/12/12          |          | -----S                          |                |      |        | 1                     | \$140.00        |               |             |
| <b>Spot</b>     | <b>Ch</b> | <b>Date Range</b> |          | <b>Description</b>              |                |      |        | <b>Start/End Time</b> | <b>Weekdays</b> | <b>Length</b> | <b>Rate</b> |
| 1               | 3         | 08/06/12-08/12/12 |          | Newschannel 3 News              | 630-7pm        |      |        | -----SL               | :30             | \$140.00      | NM          |
| <i>Credited</i> |           |                   |          |                                 |                |      |        |                       |                 |               |             |
| 30              | 3         | 08/07/12          | 08/10/12 | Late Night with David Letterman | 1135pm-1237am  |      |        | :30                   |                 |               | NM          |
| Week: 08/06/12  |           | 08/12/12          |          | -----TWTF--                     |                |      |        | 4                     | \$165.00        |               |             |
| 31              | 3         | 08/13/12          | 08/13/12 | Late Night with David Letterman | 1135pm-1237am  |      |        | :30                   |                 |               | NM          |
| Week: 08/13/12  |           | 08/19/12          |          | M-----                          |                |      |        | 1                     | \$165.00        |               |             |
| 32              | 3         | 08/07/12          | 08/10/12 | Late News (M-F)                 | 11-1135p       |      |        | :30                   |                 |               | NM          |
| Week: 08/06/12  |           | 08/12/12          |          | -TWTF--                         |                |      |        | 4                     | \$540.00        |               |             |
| 33              | 3         | 08/13/12          | 08/13/12 | Late News (M-F)                 | 11-1135p       |      |        | :30                   |                 |               | NM          |
| Week: 08/13/12  |           | 08/19/12          |          | M-----                          |                |      |        | 1                     | \$540.00        |               |             |
| 34              | 3         | 08/11/12          | 08/12/12 | Late News (Sa-Su)               | 11-1135p       |      |        | :30                   |                 |               | NM          |
| Week: 08/06/12  |           | 08/12/12          |          | ----SS                          |                |      |        | 2                     | \$365.00        |               |             |
| 35              | 3         | 08/11/12          | 08/11/12 | 730-8pm                         | 730-8pm        |      |        | :30                   |                 |               | NM          |
| Week: 08/06/12  |           | 08/12/12          |          | -----S-                         |                |      |        | 1                     | \$95.00         |               |             |
| 36              | 3         | 08/07/12          | 08/07/12 | NCIS                            | 8-9pm          |      |        | :30                   |                 |               | NM          |
| Week: 08/06/12  |           | 08/12/12          |          | -T-----                         |                |      |        | 2                     | \$1,470.00      |               |             |
| 37              | 3         | 08/07/12          | 08/07/12 | Tuesday Prime                   | 9-10pm         |      |        | :30                   |                 |               | NM          |
| Week: 08/06/12  |           | 08/12/12          |          | -T-----                         |                |      |        | 2                     | \$1,275.00      |               |             |
| 38              | 3         | 08/07/12          | 08/07/12 | Tuesday Prime                   | 10-11pm        |      |        | :30                   |                 |               | NM          |
| Week: 08/06/12  |           | 08/12/12          |          | -T-----                         |                |      |        | 2                     | \$980.00        |               |             |
| 39              | 3         | 08/08/12          | 08/08/12 | Wednesday Prime                 | 10-11pm        |      |        | :30                   |                 |               | NM          |
| Week: 08/06/12  |           | 08/12/12          |          | --W----                         |                |      |        | 2                     | \$980.00        |               |             |
| E 40            | 3         | 08/09/12          | 08/09/12 | Thursday Prime                  | 8-9pm          |      |        | :30                   |                 |               | NM          |
| Week: 08/06/12  |           | 08/12/12          |          | ---T---                         |                |      |        | 1                     | \$1,275.00      |               |             |
| <b>Spot</b>     | <b>Ch</b> | <b>Date Range</b> |          | <b>Description</b>              |                |      |        | <b>Start/End Time</b> | <b>Weekdays</b> | <b>Length</b> | <b>Rate</b> |
| 1               | 3         | 08/06/12-08/12/12 |          | Thursday Prima                  | 8-9pm          |      |        | ----Th----            | :30             | \$1,275.00    | NM          |
| <i>Credited</i> |           |                   |          |                                 |                |      |        |                       |                 |               |             |
| 41              | 3         | 08/10/12          | 08/10/12 | Friday Prime                    | 10-11pm        |      |        | :30                   |                 |               | NM          |
| Week: 08/06/12  |           | 08/12/12          |          | ----F--                         |                |      |        | 2                     | \$980.00        |               |             |
| 42              | 3         | 08/11/12          | 08/11/12 | Saturday Prime                  | 8-9pm          |      |        | :30                   |                 |               | NM          |
|                 |           |                   |          |                                 |                |      |        |                       |                 | 2             | \$790.00    |

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|----------------------------|---------------------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u>              |
| 564575 /                   | 07893543                        |
| <u>Product</u>             | <u>Estimate #</u>               |
| OBAMA/P/D SKED A           | //1522                          |
|                            | <u>Original Date / Revision</u> |
|                            | 08/21/12 / 08/21/12             |

| Time Period         | # of Spots | Gross Amount | Net Amount  | Totals | 112 | \$41,225.00 |
|---------------------|------------|--------------|-------------|--------|-----|-------------|
| 07/30/12 - 08/13/12 | 112        | \$41,225.00  | \$35,041.25 |        |     |             |
| Totals              | 112        | \$41,225.00  | \$35,041.25 |        |     |             |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.